

This listing of claims will replace all prior versions and listings of the claims in the application.

In the Claims:

1. (Currently amended) A method for receiving an order for a listing of a business in a business directory, the method comprising:

providing a Web site accessible by a customer;

displaying at the Web site a list of multiple, individually selectable available optional listing enhancements;

soliciting at the Web site a selection by the customer of one or more of the optional listing enhancements;

receiving at least one request from the customer via the Web site to include at least one feature in the listing of the business in the business directory, including receiving a first enhancement request from the customer via the Web site to include in the listing of the business in the business directory a first optional listing enhancement from the list of available optional listing enhancements, and including receiving a second enhancement request from the customer via the Web site to include in the listing of the business in the business directory a second optional listing enhancement from the list of available optional listing enhancements, wherein the second optional enhancement is selectable by the customer independently of the first optional enhancement, whereby the customer configures a particular, unique, individualized, customized business listing;

generating a customized price quote for the particular, unique, individualized, customized business listing configured by the customer, wherein the step of generating the customized price quote includes calculating the customized price quote based on the particular features requested by the customer to be included in the particular, unique, individualized, customized business listing;

displaying the customized price quote for the particular, unique, individualized, customized business listing at the Web site to the customer;

soliciting at the Web site the customer to place an order via the Web site for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer; and

receiving an order request from the customer via the Web site to place an the order for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer.

2. (Original) The method of Claim 1 wherein the business directory is a classified business directory.

3. (Cancelled).

4. (Previously presented) The method of Claim 1 further comprising receiving listing information from the customer at the Web site, wherein the listing information includes basic business information including a business name, a business address, and a business telephone number.

5. (Cancelled).

6. (Previously presented) The method of Claim 1 further comprising receiving listing information from the customer via the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

7. (Original) The method of Claim 6 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

8. (Original) The method of Claim 6 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

9. (Original) The method of Claim 6 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

10. (Original) The method of Claim 9 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

11. (Previously presented) The method of Claim 9 further comprising:
displaying at the Web site a list of available business categories; and
receiving from the customer via the Web site a selection of a business category from the list of available business categories.

12. (Previously presented) The method of Claim 11 further comprising:
displaying at the Web site a list of available business subcategories within the business category selected by the customer; and
receiving from the customer via the Web site a selection of a business subcategory from the list of available business subcategories.

13. (Original) The method of Claim 6 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer

Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

14. (Previously presented) The method of Claim 13 wherein the graphical and/or textual indicia includes a link to an enhanced listing, the method further including receiving supplemental information from the customer via the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user.

15. (Previously presented) The method of Claim 13 wherein the graphical and/or textual indicia includes enhanced text, the method further including receiving enhanced text information from the customer via the Web site that the customer wishes to appear on the listing in the business directory.

16. (Previously presented) The method of Claim 1 further comprising:
displaying at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data; and
receiving billing information from the customer via the Web site.

17. (Cancelled).

18. (Cancelled).

19. (Previously presented) The method of Claim 1 further comprising:
displaying a statement of terms and conditions to the customer at the Web site;
and
receiving confirmation of acceptance of the terms and conditions from the customer via the Web site.

20. (Original) The method of Claim 1 further comprising generating an order confirmation and displaying the order confirmation to the customer at the Web site.

21. (Original) The method of Claim 1 wherein the order serves to provide enhancements to an existing business listing in the business directory.

22. (Original) The method of Claim 1 wherein the business directory is an online business directory.

23. (Original) The method of Claim 1 further comprising sending the customer an email including information regarding the order for the listing in the business directory.

24. (Previously presented) The method of Claim 1 wherein the business directory is a classified business directory, the method further comprising:

receiving listing information from the customer via the Web site, the listing information including:

basic business information including a business name, a business address, and a business telephone number; and

at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

displaying at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data;

receiving billing information from the customer via the Web site;

generating an order confirmation and displaying the order confirmation to the customer at the Web site.

25. (Original) The method of Claim 24 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

26. (Original) The method of Claim 24 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

27. (Original) The method of Claim 24 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

28. (Original) The method of Claim 24 wherein the classified business directory is an online classified business directory.

29. (Currently amended) A system for receiving an order for a listing of a business in a business directory, the system comprising:

- a Web site accessible by a customer;

- means for displaying at the Web site a list of multiple, individually selectable available optional listing enhancements;

- means for soliciting at the Web site a selection by the customer of one or more of the optional listing enhancements;

- means for receiving at least one request from the customer via the Web site to include at least one feature in the listing of the business in the business directory, including receiving a first enhancement request from the customer via the Web site to include in the listing of the business in the business directory a first optional listing

enhancement from the list of available optional listing enhancements, and including receiving a second enhancement request from the customer via the Web site to include in the listing of the business in the business directory a second optional listing enhancement from the list of available optional listing enhancements, wherein the second optional enhancement is selectable by the customer independently of the first optional enhancement, whereby the customer configures a particular, unique, individualized, customized business listing;

means for generating a customized price quote for the particular, unique, individualized, customized business listing configured by the customer, wherein the means for generating the customized price quote calculates the customized price quote based on the particular features requested by the customer to be included in the particular, unique, individualized, customized business listing;

means for displaying the particular, unique, individualized, customized price quote for the customized business listing at the Web site to the customer;

means for soliciting at the Web site the customer to place an order via the Web site for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer; and

means for receiving an order request from the customer via the Web site to place an ~~an~~ the order for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer.

30. (Original) The system of Claim 29 wherein the business directory is a classified business directory.

31. (Cancelled).

32. (Previously presented) The system of Claim 29 further comprising means for receiving listing information from the customer at the Web site, wherein the listing

information includes basic business information including a business name, a business address, and a business telephone number.

33. (Cancelled).

34. (Previously presented) The system of Claim 29 further comprising means for receiving listing information from the customer via the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

35. (Original) The system of Claim 34 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

36. (Original) The system of Claim 34 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

37. (Original) The system of Claim 34 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

38. (Original) The system of Claim 37 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

39. (Previously presented) The system of Claim 37 further comprising:

means for displaying at the Web site a list of available business categories;
and
means for receiving from the customer via the Web site a selection of a
business category from the list of available business categories.

40. (Previously presented) The system of Claim 39 further comprising:
means for displaying at the Web site a list of available business subcategories
within the business category selected by the customer; and
means for receiving from the customer via the Web site a selection of a
business subcategory from the list of available business subcategories.

41. (Original) The system of Claim 34 wherein the listing information
includes optional listing enhancement information and the optional listing enhancement
information includes graphical and/or textual indicia the customer wishes to appear on the
listing in the business directory, the graphical and/or textual indicia including at least one of a
customer Web site link, a customer email link, enhanced text, listing highlighting, and a link
to a supplemental listing.

42. (Previously presented) The system of Claim 41 wherein the graphical
and/or textual indicia includes a link to an enhanced listing, the system further including
means for receiving supplemental information from the customer at via the Web site that the
customer wishes to be displayed when the link to the supplemental listing is accessed by a
directory user.

43. (Previously presented) The system of Claim 41 wherein the graphical
and/or textual indicia includes enhanced text, the system further including means for
receiving enhanced text information from the customer via the Web site that the customer
wishes to appear on the listing in the business directory.

44. (Previously presented) The system of Claim 29 further comprising:

means for displaying at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data; and

means for receiving billing information from the customer via the Web site.

45. (Cancelled).

46. (Cancelled).

47. (Previously presented) The system of Claim 29 further comprising:
means for displaying a statement of terms and conditions to the customer at the Web site; and

means for receiving confirmation of acceptance of the terms and conditions from the customer via the Web site.

48. (Original) The system of Claim 29 further comprising means for generating an order confirmation and displaying the order confirmation to the customer at the Web site.

49. (Original) The system of Claim 29 wherein the order serves to provide enhancements to an existing business listing in the business directory.

50. (Original) The system of Claim 29 wherein the business directory is an online business directory.

51. (Original) The system of Claim 29 further comprising means for sending the customer an email including information regarding the order for the listing in the business directory.

52. (Previously presented) The system of Claim 29 wherein the business directory is a classified business directory, the system further comprising:

means for receiving listing information from the customer at the Web site, the listing information including:

basic business information including a business name, a business address, and a business telephone number; and

at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

means for displaying at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data;

means for receiving billing information from the customer via the Web site; and

means for generating an order confirmation and displaying the order confirmation to the customer at the Web site.

53. (Original) The system of Claim 52 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

54. (Original) The system of Claim 52 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

55. (Original) The system of Claim 52 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual indicia including at

least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

56. (Original) The system of Claim 52 wherein the classified business directory is an online classified business directory.

57. (Currently amended) A computer program product for receiving an order for a listing of a business in a business directory, the computer program product comprising:

a computer readable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code configured to provide a Web site accessible by a customer;

computer readable program code configured to display at the Web site a list of multiple, individually selectable available optional listing enhancements;

computer readable program code configured to solicit at the Web site a selection by the customer of one or more of the optional listing enhancements;

computer readable program code configured to receive at least one request from the customer via the Web site to include at least one feature in the listing of the business in the business directory, including computer readable program code configured to receive a first enhancement request from the customer via the Web site to include in the listing of the business in the business directory a first optional listing enhancement from the list of available optional listing enhancements, and including computer readable program code configured to receive a second enhancement request from the customer via the Web site to include in the listing of the business in the business directory a second optional listing enhancement from the list of available optional listing enhancements, wherein the second optional enhancement is selectable by the customer independently of the first optional enhancement, whereby the customer configures a particular, unique, individualized, customized business listing;

computer readable program code configured to generate a, unique, individualized, customized price quote for the particular customized business listing

configured by the customer, wherein the computer readable program code is configured to generate the customized price quote by calculating the customized price quote based on the particular features requested by the customer to be included in the particular, unique, individualized, customized business listing;

computer readable program code configured to display the particular, unique, individualized, customized price quote for the customized business listing at the Web site to the customer;

computer readable program code configured to solicit at the Web site the customer to place an order via the Web site for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer; and

computer readable program code configured to receive an order request from the customer via the Web site to place an the order for the particular, unique, individualized, customized business listing in the business directory, including the first and second optional listing enhancements requested by the customer.

58. (Original) The computer program product of Claim 57 wherein the business directory is a classified business directory.

59. (Cancelled).

60. (Previously presented) The computer program product of Claim 59 57 further comprising computer readable program code configured to receive listing information from the customer at the Web site, wherein the listing information includes basic business information including a business name, a business address, and a business telephone number.

61. (Cancelled).

62. (Previously presented) The computer program product of Claim 57 further comprising computer readable program code configured to receive listing information

from the customer via the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

63. (Original) The computer program product of Claim 62 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

64. (Original) The computer program product of Claim 62 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

65. (Original) The computer program product of Claim 62 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

66. (Original) The computer program product of Claim 65 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

67. (Previously presented) The computer program product of Claim 65 further comprising:

computer readable program code configured to display at the Web site a list of available business categories; and

computer readable program code configured to receive from the customer via the Web site a selection of a business category from the list of available business categories.

68. (Previously presented) The computer program product of Claim 67 further comprising:

computer readable program code configured to display at the Web site a list of available business subcategories within the business category selected by the customer; and

computer readable program code configured to receive from the customer via the Web site a selection of a business subcategory from the list of available business subcategories.

69. (Original) The computer program product of Claim 62 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

70. (Previously presented) The computer program product of Claim 69 wherein the graphical and/or textual indicia includes a link to an enhanced listing, the computer program product further including computer readable program code configured to receive supplemental information from the customer via the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user.

71. (Previously presented) The computer program product of Claim 69 wherein the graphical and/or textual indicia includes enhanced text, the computer program product further including computer readable program code configured to receive enhanced text information from the customer via the Web site that the customer wishes to appear on the listing in the business directory.

72. (Previously presented) The computer program product of Claim 57 further comprising:

computer readable program code configured to display at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data; and

computer readable program code configured to receive billing information from the customer at the Web site.

73. (Cancelled).

74. (Cancelled).

75. (Previously presented) The computer program product of Claim 57 further comprising:

computer readable program code configured to display a statement of terms and conditions to the customer at the Web site; and

computer readable program code configured to receive confirmation of acceptance of the terms and conditions from the customer via the Web site.

76. (Original) The computer program product of Claim 57 further comprising computer readable program code configured to generate an order confirmation and display the order confirmation to the customer at the Web site.

77. (Original) The computer program product of Claim 57 wherein the order serves to provide enhancements to an existing business listing in the business directory.

78. (Original) The computer program product of Claim 57 wherein the business directory is an online business directory.

79. (Original) The computer program product of Claim 57 further comprising computer readable program code configured to send the customer an email including information regarding the order for the listing in the business directory.

80. (Previously presented) The computer program product of Claim 57 wherein the business directory is a classified business directory, the computer program product further comprising:

- computer readable program code configured to receive listing information from the customer at the Web site, the listing information including:

- basic business information including a business name, a business address, and a business telephone number; and

- at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

- computer readable program code configured to display at the Web site a solicitation for billing information from the customer, wherein the solicitation for billing information includes instructions directing the customer to enter billing data;

- computer readable program code configured to receive billing information from the customer via the Web site; and

- computer readable program code configured to generate an order confirmation and display the order confirmation to the customer at the Web site.

81. (Original) The computer program product of Claim 80 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

82. (Original) The computer program product of Claim 80 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

83. (Original) The computer program product of Claim 80 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

84. (Original) The computer program product of Claim 80 wherein the classified business directory is an online classified business directory.

85. (Previously presented) The method of Claim 1 further including:
requesting inclusion of the at least one optional listing enhancement in the listing of the business by sending the option request from the customer via the Web site;
placing the order for the customized business listing by sending the order request from the customer via the Web site.